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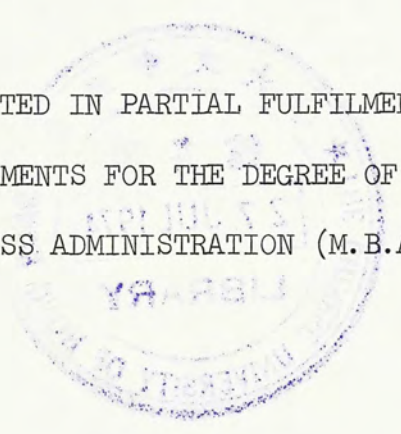
A BEHAVIORAL RESEARCH DESIGN FOR HONG KONG CONSUMERS;
IMPROVING STRATEGIES FOR CIGARETTE ADVERTISING

by

Mok Yu Fu

(莫汝虎)

A THESIS SUBMITTED IN PARTIAL FULFILMENT
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Thesis Committee:

Dr. H. Sutu

Dr. G.S. Evans

Dr. Wong Kwan Yiu

Dr. W.F. O'Dell

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PREFACE

The completion of a study of this kind depends upon the assistance of many people. The writer is greatly indebted to Dr. Gano S. Evans, the supervisor, for his advice and constructive criticism.

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Mok Yu Fu

Hong Kong

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CHAPTER I

INTRODUCTION

A. PURPOSE OF THE STUDY

The purpose of this study was to design a research instrument for studying symbolic attributes of an expressive product so that this concept could be applied to the practical problem of advertising, i.e. what are we conveying to the consumers?

Although a definite link between consumer attitudes and brand choice behavior has not been established, one may expect a higher preference for the brand which consumers perceive as being closest to the ideal product in their mind.

Therefore, in the case of a "utility product", the manufacturer can improve his competitive position through product redesign. For example, a more favorable product image could be obtained by a bread producer through adding grapes to his product if consumers thought that an ideal piece of bread must have grapes in its makeup.

However, in the case of an "expressive product" such as cigarettes, where determinant attributes are more symbolic than physical, product image evaluation can be brought about only through communication.

Advertising is the major vehicle for achieving product image.

It was the objective of this thesis to develop a research methodology for the discovery of consumers' perceptions on particular brands as well as on ideal product in their minds. From this information, symbolic dimensions which matched the descriptions of the ideal brand were developed. These symbolic attributes then can be inserted (truthfully) in the theme of advertising for a particular brand. As a consequence, the perceived value of this brand by consumers will be increased through adding of salient characteristics, which will be psychological rather than physical. Hence, favorable consumer attitudes can be established and the possibility of brand loyalty will be increased.

This result, of course, cannot be seen until the new product image is implanted in the consumers' minds.

B. SCOPE OF THE STUDY

The product-object for this thesis was cigarettes. Consumers usually are more "symbol-prone" in their definition of cigarettes' salient characteristics because most of them cannot differentiate the physical differences, other than strong or mild. Therefore, cigarettes are a good example of an expressive type of product, which can have an image built, and/or re-built, by means of communication to the consumers. Moreover, emphasis in communication should be on the symbolic dimensions of value attached to the cigarette such as: Effectiveness, mouth pleasure, possessiveness, self-expression, social meanings, symbols of sophistication, masculinity, femininity, as well

as informality and relaxation.¹

Among various brands of cigarettes, Winston and Viceroy were chosen to be studied because of the similarities between them. Both are American imported cigarettes, of the same price. Channels of distribution are similar, and both are heavily advertised through similar media.

Better advertising was the objective because it is the most important means of controllable communication for the importer or the advertiser.

C. CONCEPTUAL FOUNDATIONS

A product is the sum of the meanings it communicates, often unconsciously, to others when they look at it or use it,² and value can be viewed from two dimensions - physical and symbolic. As Hayakawa puts it, "There are few things that man do or want to do, possess or want to possess, that have not, in addition to their mechanical or biological value, a symbolic value."³

¹Pierre Martineau, Motivation in Advertising (New York: McGraw-Hill, 1957), p.p. 58-60.

²Montrose S. Sommers, "Product Symbolism and the Perception of Social Strata," in James U. McNeal (edit), Dimensions of Consumer Behavior (_____, 1965), p.266.

³Irving S. White, "New Product Differentiation: Physical and Symbolic Dimensions," in Fundamentals of Marketing: Additional Dimensions (_____), p.p. 217-225.

A product that appeals to consumers mainly through its physical value is called a "utility product". The consumer evaluates by functional performance, e.g. efficiency, speed, and durability.⁴

On the other hand, if a product appeals to a consumer mainly through its symbolic or psychological values, it is called an "expressive product". Its consumers are usually more "symbol-prone" in their choice of brands and purchase it to satisfy psychological needs.⁵

It is now known that the consumer is not nearly as functionally oriented (rational) as classical economists assumed. More and more products appear as psychological need gratifiers.⁶ Therefore, an increasing amount of advertisements must utilize emotional appeals.

As some marketing practitioners have stated, for a particular product class, the consumer considers certain product characteristics to be salient. They also perceive what the ideal brand of this product would be like with respect to each of these characteristics or dimensions, and the consumer's preference or buying habit is the result of comparing each brand with the ideal brand.⁷

⁴Ibid.

⁵Sidney J. Levy, "Symbols by which we Buy", in James U. McNeal (edit.), Dimensions of Consumer Behavior (_____, 1965), p.266.

⁶S.I. Haykawa, "Language in Thought & Action", in S.H. Britt (edit.) Consumer Behavior and the Behavioral Sciences (New York: John Wiley & Sons, Inc.), 1967. p.p. 364-365.

⁷A.W. Boyd, Jr., W.L. Ray, and S.C. Strang, "An Attitudinal Framework for Advertising Strategy," Journal of Marketing (April, 1972), p.p. 27-33.

However, in the case of an expressive product, salient characteristics of both the actual brands and the ideal brand are of symbolic dimensions, which are rather vague, subjective and latent in the minds of the consumers. Nonetheless, they exist, and the partial discovery of these enables the marketer to achieve a more favorable product positioning strategy.

This can be done without physical product redesign. The point is: For expressive products, advertising becomes a kind of product redesign.⁸ There is not much difference between changing the physical product and changing the brand image since both are aimed at the incorporation of higher satisfaction and consumption. The latter is often more effective in the world of symbol from expressive products. In one sense, all things that people buy are symbols that stand for satisfactions,⁹ either to physical or psychological needs. Therefore, advertising, if it can bring higher subjective utility to the product, i.e., make the perceived image of the brand more congruent with the ideal brand, is also a kind of productive product redesign.

⁸Martin Mayer, "The concept of Added Value", in Steuart Henderson Britt (edit.), Consumer Behavior and the Behavioral Sciences (New York: John Wiley & Sons, Inc., 1967), p.769.

⁹C.G. Walters and G.W. Paul, Consumer Behavior, An Integrated Framework (Richard D. Irwin, Inc., 1970), p.p. 360-362.

However, advertising people today seem to stress the word "Creativity" too much.¹⁰ A good ideal of advertising produces what is called "creative" art and copy; novel, interesting and enjoyable it may be, but neither preference nor conviction, to say nothing of sales and profit is achieved. Creativity cannot do the job alone. Consumer-orientation and empathy with audiences should be stressed.¹¹ One must know what to say that will interest consumers in the product; this is where consumer research comes in. Knowing consumers' needs and giving them what they need, is the key to the success of every marketer and advertiser.

In short, the criteria for this study were:

1. Consumers' choice for expressive products is based mainly on symbolic dimensions, or, to make it simpler, on the brand images in comparison with their ideal brand.
2. Consumer preference will be given to the brand whose image is closer to their perceived ideal brand, and this can be done, if we can "dig out" the symbolic attributes of the consumers' ideal brand, by means of image-modifying advertising.

¹⁰The term "creativity" in the text follows the common interpretation, i.e., stresses the imagination and originality elements. Actually, creativeness denotes the advanced form of imagination and the value society places on originality, where it is purposively used by abiding to rigid rules and by meeting practical conditions. For the demarcations between imagination, originality and creativeness, see Gano S. Evans, The Advertising Agency: An Empirical Study of an Atypical Organization (unpublished, University of Washington, 1967), pp. 21-22.

¹¹Leonhard, The Human Equation in Marketing Research (New York: American Management Association, Inc. 1967), pp. 131-133.

D. JUSTIFICATION OF THE STUDY

As mentioned above, research is needed in order to obtain a greater knowledge about consumers in order to improve marketing strategies. Nevertheless, the majority of market studies in Hong Kong are of a conventional descriptive-quantitative type, emphasizing demographic data. Moreover, each project usually covers more than one topic¹² and therefore depth of information is sacrificed.

Statistical conclusions, while mathematically indisputable, can only elicit the physical characteristics and physical composition of the market, based on the assumption that the consumer knows the answer and will give it to us when we ask them.¹³ But what motivates people to buy cannot be determined by merely observing how many buy it, in what quantity, how often they shop, and where they shop.¹⁴ To create an advertising campaign, without research into the consumers' behavioral variables, marketers are not sure that ads are not creating defense mechanisms, such as substitution and disassociation.¹⁵

¹²Lau Sui, Survey Techniques Used in Hong Kong Marketing Research (unpublished M.B.A. Thesis, The Chinese University of Hong Kong, 1971), pp.

¹³Leonhard, The Human Equation in Marketing Research (New York: American Management Association, Inc., 1967), pp. 30-49.

¹⁴Ibid. p.62.

¹⁵Ibid. p.59.

Behavioral research, on the other hand, has the advantage of interpreting communication materials through the eyes of the consumer. Thus appeals can be brought more nearly into line with consumers benefits and permit them to identify themselves with the person or situation in that particular advertisement.¹⁶

This thesis was designed to throw light upon the possibilities of improving behavioral research. Although some may question the link between the consumer's psychological responses and their subsequent purchase behavior,¹⁷ we must not forget, as Colley said, "Advertising is a communication force. It should be assigned a communication task ... Seldom does a single force, such as advertising or personal selling, perform the entire task alone."¹⁸ Therefore, our expectation for advertising was that it would move the consumer "closer" to the buying conviction and action, and our objective was the development of additional symbolic values for the brand in order to bring higher psychological satisfaction to consumers.

This thesis is the first one in Hong Kong which attempts to utilize these particular behavioral techniques and, in view of the

¹⁶George H. Smith, *Motivational Research in Advertising* (New York: McGraw-Hill Book Company, 1954), pp.

¹⁷For example, see Palda, K.S. "The Hypothesis of a Hierarchy of effects: a Partial Evaluation", *JMR*, Vol. 3, No. 1, 1966, pp. 13-24.

¹⁸R.H. Colley (ed.), Defining Goals for Measured Advertising Results (New York: Association of National Advertisers), 1961, pp. 49-60.

relatively unsophisticated research being done in Hong Kong, it bore the responsibility of drawing attention to new directions in marketing research practice.

Although this study was qualitative in nature, no attempt was made to negate the usefulness and importance of quantitative research. Rather, it was assumed that quantitative results were already known and the marketers had already defined the demographic positioning of their product.

The results of research following this methodology usually cannot be transferred to other products, or other brands of the same product category, since each has its particular audience with their own perceptions and culture. However, it is hoped that this research idea can also be used for other expressive products as well as in other geographical areas.

CHAPTER II

THE RESEARCH DESIGN

A. INFORMATION NEEDED

The major information to be obtained by means of this research design was the target consumers' perceptions of their ideal cigarette. The use of this information would be to develop a more effective theme of advertising in order to persuade a specific target audience.

With this research design, the marketer could discover consumers' perceptions of his own brand, using the brand "Winston" as an example, as well as that of his major competitors', using "Viceroy" as an example. Hence the applicability of the findings from the research to Winston could be evaluated and strategies against competitors developed.

A few questions on consumers' present and previous purchase patterns and smoking habits were also incorporated since the result from these questions facilitated the prediction of consumers' future brand choice and brand switching behavior.

Finally, consumers' problems with smoking were studied.

It is hoped that discoveries from this study would enable the advertiser to help the consumers to remove some of their problems and cognitive dissonance by means of advertising.

B. SAMPLE DESIGN

1. TARGET AUDIENCE

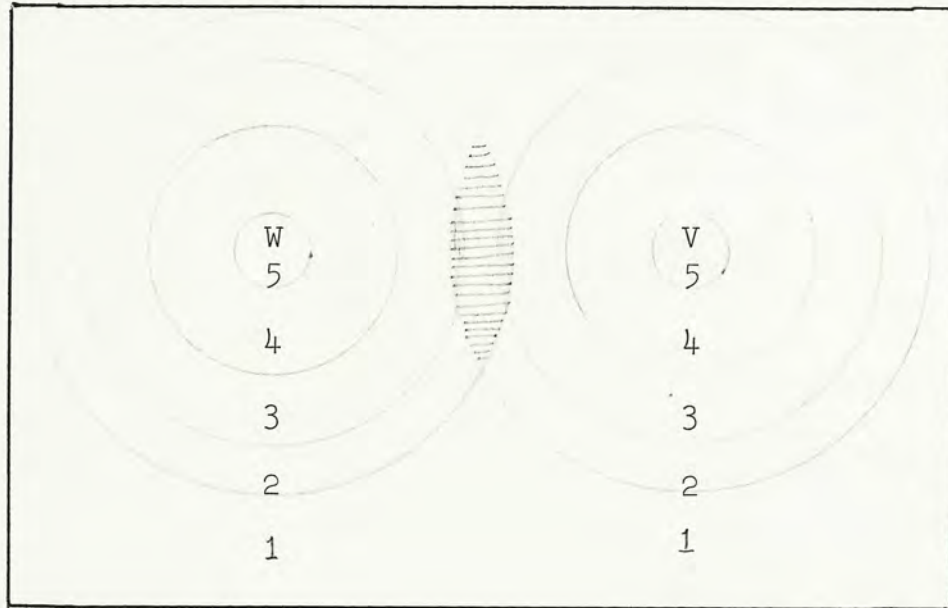
Talking about the ideal cigarette, one may raise the question: "Whose ideal?" Here, it was assumed that the marketer has already defined the demographic positioning of his product. Therefore, the attribute of the sampling frame of target audience was in terms of attitude scales. According to their degrees of loyalty, consumers would fall somewhere along the following scale:

5	4	3	2	1
Very loyal	Loyal	Slightly loyal	Not loyal but discriminated among brands	Not loyal, no dis- crimination

Exhibit 1

Conceptual Schema of Smokers

According to Brand Loyalty and Switching Behavior



W = Winston

V = Viceroy

The circles in the schema shown in Exhibit 1 represent consumers' brand choices at their purchase. The number for each circle denotes the degree of loyalty to the brands. For Winston smokers ("W" circles), the heart core consists of very loyal ones who smoke none but Winston. Circle 4 represents loyal Winston purchasers who, although they accept other brands offered by friends, purchase only Winston. Slightly loyal consumers are grouped into Circle 3. Winston is their regular brand, although they occasionally purchase other brands such as menthol cigarettes (as shown by the intersection with "V" circles which represent other brands).

In Circle 2 are those who are not loyal to Winston and buy other brands quite frequently. As shown by the intersection area, they were also the slightly loyal consumers for the other brand (Circle 3 for "V") if there were only two brands in the market. Those who are outside Circle 2 are not identified as Winston smokers. They may be Brand V's loyal consumers, or maybe they just do not discriminate among brands.

Exhibit 2

Matrix of Consumer Satisfaction & Purchase Pattern¹

Smoke Winston	Feeling Completely Satisfied	Feeling Partially Satisfied	Feeling Completely Unsatisfied
Always	(4-5) A	(3-4) D	G
Sometimes	(4-5) B	(2-3) E	(1-2) H
Never	C	F	I

In accordance with their perceptions and purchase pattern, the consumers are grouped into nine segments, as shown in Exhibit 2. The scores in each cell of the table are consistent with the degrees of loyalty along the scale above.

SEGMENTS A, B, C, & F

Consumers in segments A and B feel completely satisfied with their regular brands. Thus they all tend to be loyal consumers. The major reason accounting for a segment B consumer's behavior is that although he is satisfied, smoking is not a very important habit of his.

He may not always carry a pack with him. Therefore, when a friend offers cigarettes of other brands to him, he usually accepts, and whenever his regular brand is not available, substitution of other brands is possible.

Segments C and F consumers give up smoking usually because of non-product reasons, such as the fear of lung cancer or social sanction.

To segments A and B, advertising can at best do a job of reminding and reassuring. As Lipstein suggested, "a loyal user tends to have a lower recall of advertising for his product than the occasional user because he is relatively satisfied with the product, has relatively low anxiety concerning it, and therefore, does not seek information".¹⁹ Therefore, it can be safely assumed that the advertiser's target is not in these segments.

SEGMENTS D & E

The purchase behavior of consumers in these segments is unstable since they are only partially satisfied with their regular brands. As soon as they find a brand which better suits them, switching will occur.

¹⁹Benjamin Lipstein, "Anxiety, Risk and Uncertainty in Advertising Effectiveness Measurements", in Attitude Research on the Rocks (American Marketing Association, 1968), p.21.

Advertising's role is much more important in these two segments. It not only has to remind and reassure them, but make them more satisfied with the advertiser's brand, so that consumer loyalty can be improved. These segments are the main target in this study. Also other brand's consumers in these segments are the target since favorable brand switching resulting from effective advertising is possible.

SEGMENTS G, H & I

Group C consumers may not exist since there is a variety of cigarettes for them to choose. If they "always" smoke Winston, they must be satisfied with it.

Group H consumers smoke Winston because of social reasons.

The effectiveness of advertising is doubtful for these segments, especially on segment I, because "... advertising, in order to be successful and economical, must be in harmony with some larger system of beliefs or some already existing predisposition".²⁰ It will seldom, if ever, change the consumers' perceptions from the negative extreme to positive. Therefore, these three groups are ignored in the study.

²⁰Edmund D. McGarry, "The Propaganda Function in Marketing", in *Analytical Viewpoints in Marketing Management*, pp. 244-255.

2. SAMPLING

A proper sample is a determinant of the reliability of research findings. Yet, there is not a sampling technique that is perfect for all situations. The decision maker must make his choice according to the characteristics of his target consumers, the kind of information he wants to obtain, and budgeted expenditure.

For example, it is realized that probability sampling has certain advantages. However, the chance of each consumer or potential consumer being chosen is very difficult to know since the population is defined in terms of attitude scales. Therefore, it is necessary for some decision makers to adopt judgement sampling as a substitute, provided they recognize the limitations of this technique.

From Groups D and E, the sample can be drawn according to such attributes as sex, income, age, social status etc. A cigarette marketer may consider the male population as his major consumers. Hence, a stratified sample will be drawn from the two strata, male and female, in the partially satisfied groups,²¹ while giving more weight to the former. Again, he may think that young persons represent the prospect of his business and can be educated or persuaded relatively easily. Thus, more weight should be assigned to this age group. This starts the second stage of sampling. Other stages concerning income

²¹Op. Cit.

groups, occupations or political parties may be initiated also, depending upon the sponsor's demand for sophistication and how much cost he is willing to afford.

The size of the sample is also a balance between cost and accuracy. It is recommended that sequential sampling be adopted. That is, a terminal decision is made as the decision rules set in advance are met and the information shows definite central tendencies. Nevertheless, the mathematics underlying sequential sampling is more complex and time-consuming since analysis must be made on each group in order to determine the expected value of further information before the next group is drawn.²²

C. MEANS OF GETTING INFORMATION

Because of the behavioral techniques employed in this research design, mail questionnaires or single personal interviews are not recommended. These methods are more suitable to demographic research than to this kind of study.

On the other hand, no attempt can be made to study the "Whole Man". Clinical type depth interviews, besides being too costly, discover those human elements that may not be relevant to the problem.

²²Paul E. Green Donald S. Tull, Research for Marketing Decisions (New Jersey: Prentice-Hall, 1970) p.281.

Results are interpretable only by, and to, the psychoanalyst or psychiatrist himself, and therefore, confidence of most marketers in Hong Kong cannot be won. Thus, this method of obtaining information is not recommended.

The consumer jury/panel is considered to be the most appropriate tool for this research design. Projections of symbols and pictures are used as visual aids in order to assist respondent imagination and association with their subconscious level. Although the form or questionnaire is filled out by the respondent individually, the consumer jury is more convenient since projections can be made to the group rather than to individual respondents. Moreover, if the sequential sampling procedure is adopted, each "jury" can be treated as a unit for analysis and a group of twenty to fifty respondents is recommended. However, if a fixed sample is determined in advance, the test can be made in a theater to a larger number of respondents.

Most of the questions to be answered are of the closed-and, forced-choice type, while the picture-arrangement technique is used extensively for the respondent to make choices. The forced-choice method is used because imagination, association and perception are not at the surface of the consumers' minds. The use of forced choice can search for the symbolic dimensions respondents are prone to while minimizing the possibility of non-response and "don't knows".

The purpose of closed-end questions, besides providing assistance to the respondents' associations and providing them with

convenience in answering, is to restrict the answers to relevant and essential areas only.

D. QUESTIONNAIRE CONSTRUCTION

The questionnaire is necessarily long because consumers' perception on Winston, Viceroy and their ideal cigarette are of a multi-dimensional nature. Moreover, some questions are asked in order to check the consistency.

It is important that respondents should not be asked to put their names on the questionnaires so that they can answer the questions without embarrassment or psychic restraint.

The questions are divided into four parts:

1. Actual and Previous smoking habits.
2. The ideal cigarette
3. Brand perception
4. Problem tracking

However, it should be reminded that the sequence of questions, especially those used for checking the consistency of answers to the prime questions, should be re-arranged in the actual field study.

(A) ACTUAL & PREVIOUS SMOKING HABIT

The questions in this part are the simplest ones in the research design. They are asked because knowledge about consumers' actual smoking habits helps in market segmentation and the definition of target consumers. While knowledge about consumers' previous smoking habits and brand choice criteria enables the marketer to make rough predictions on future consumer behavior and to develop strategies to build consumer loyalty.

The questions asked in this section are:

1. How long have you been smoking?
2. About how much do you smoke in a day?
3. How long have you been smoking this brand?
4. What was your regular brand(s) before, you shifted to Winston/
Viceroy?
5. What were the reasons accounting for your switch to Winston/
Viceroy?

This question tries to find out the rationalization of the smokers' brand choice. Knowing that these are only rationalizations, the respondents may still have difficulty in answering, choices are provided for them to check, or to assist them to think and fill in the "others" category. The choices are:

Wanted a stronger cigarette (taste) ²³

²³ Parenthetical attributes are Not included on actual questionnaire.

Wanted a milder cigarette (taste)

Friends or relatives all smoked this brand (socialization)

Availability (convenience)

Better packaging (symbolic attribute)

Taste (rationalization)

Others

6. Did you like Winston/Viceroy immediately or did you learn to like it after a certain period of time?

Usually, whenever a smoker tries a new brand with a slightly different taste, the necessity to become accustomed to the taste of the new cigarette is repeated. In most cases, when he says he does not like the taste of a particular brand he actually means that this taste is not the one he is accustomed to.²⁴

In many experiments, there was a general tendency for consumers to like a familiar taste.²⁵ Thus, if the respondent admits that he needed time to get used to the taste of Winston/Viceroy, there must be reasons other than physical taste. This shows the significance of the symbolic values attached to the product.

²⁴Ernest Dichter, Handbook of Consumer Motivations (New York: McGraw-Hill, 1964), pp. 334-352.

²⁵Herbert E. Krogman & E.L. Hartley, "The Learning of Tastes", in J.U. McNeal, Dimensions of Consumer Behavior (American Marketing Assn., 1965), pp. 48-57.

7. Would you regard your previous brand as stronger or milder than Winston/Viceroy?

Besides checking the consistency for answers to question 5, the result also shows the tendency of the respondent's smoking habit. Also, the perception on the taste of Winston and Viceroy in comparison with others is also found.

8. During the last two weeks, which brands of cigarettes (including those offered by friends) have you smoked?

This question measures degree of loyalty. As mentioned above, the consumers we are interested in are those who are only partially satisfied and slightly loyal to Winston or Viceroy. If they always smoke their own brand, they should not be included in this study.

This question also can discover the similar brands perceived by consumers and/or the social element of smoking.

9. Do you still like to try other cigarettes?

The purpose of this question is to find out, again, the degree of loyalty and the degree of satisfaction with the respondents' regular brands.

10. Do the persons you frequently meet smoke?

This question tries to find out whether the "individuality" elements or the social element is more important. Positive answers indicate that smoking is for social reasons while negative answers indicate that the respondent values strong individuality.

(B) THE IDEAL CIGARETTE

The questions in this part try to assess the various dimensions of the ideal cigarette perceived by Winston and Viceroy smokers. For a marketer who demands very precise research results, a study can be made in advance, by the use of factorial analysis, to determine the choices provided for each question. In this research design, however, only five major dimensions are studied.

(a) THE IDEAL TIME /EVENT

On this dimension, three questions are asked in order to find out the ideal situation for smoking.

Smoking often accompanies other pleasures. It serves as a completion of other forms of enjoyment. An example is that, for a smoker, a cigarette after a meal is just like another course. Without it, the meal seems incomplete. Also, when talking with

friends, smoking helps to break down social barriers because they seem to have something in common.²⁶

A cigarette also serves as a modern hourglass. The burning down of a cigarette frequently functions psychologically as a time indicator. It seems to make time pass faster when a person is waiting.

The first cigarette in a day is a sort of anticipated recompense while the last cigarette is like closing a door. And in work, smoking is a legitimate excuse to linger a little, to stop work for a few seconds, or even minutes.²⁷

In terms of this dimension, the ideal cigarette can be separated into two categories: The personal cigarette and the social cigarette. Although the situations depend on the individual himself.

Due to the fact that smoking is a type of conditioned behavior, often a smoker may not particularly want a cigarette, but he perceives someone else would take one in that situation. Findings from this dimension may give creative people useful guidelines. For this purpose, the following questions are asked:

²⁶Ernest Dichter, Handbook of Consumer Motivations, (New York: McGraw-Hill, 1964), pp.334-352.

²⁷Ibid.

1. At what times/events do you smoke more than average?

This is an open-end question. Its task is to find out the first situation that comes to mind. No hints are given. Thus, the answers may be very initial and will be checked by the following questions:

2. Of all the times in a day, when do you most need a cigarette?

Morning (before noon)

Afternoon (noon - 6 p.m.)

Evening (6p.m. - 9 p.m.)

Night (after 9 p.m.)

It is assumed that for a normal smoker, a day-time cigarette is more of a social cigarette while a night-time cigarette is more of a personal one. In this question, the emphasis is given on the time element while in the next question, the event element is also stressed. Thus, the two complement each other.

3. Of all daily situations, when do you find smoking most enjoyable?

Before breakfast

Reading

After breakfast

Before go to bed

In the working place

Talking with friends

At lunch

Playing Mahjong

After lunch

Drinking Chinese tea

Having afternoon tea

Wedding celebration

On the way home

On the beach

Back home from work	Picnicking
Before dinner	Waiting
After dinner	Others
Watching TV	

The respondents are asked to code 1, 2, 3, in order of their perceived pleasure. This question therefore, checks the consistency of the above questions on this dimension. At the same time, rank orders are assigned by the respondents. This makes ordinal measurement possible.

Because this question includes both time and events, analysis on this question alone, if the answers are consistent, will be adequate for this dimension.

(b) THE IDEAL TASTE

When the average smoker is asked why he prefers one brand over another, he gives the stereotyped answers: "It tastes better", "It tastes rich" or "It's smooth".

However, when he explains taste, it turns out that he is not talking about taste at all. The stimulation is not something that affects the taste buds, but rather the nerve ends in his throat. No one is exactly certain what a cigarette tastes like. It is not a well defined flavor in our minds like coffee or sugar or

peppermint. Very often one says, "It tastes strong (or mild)", which is not taste, but feeling.²⁸

Nevertheless, it seems to be universally accepted that a cigarette "tastes" strong or mild, and the smoker wants to choose his cigarette from somewhere along a continuum from strength to mildness.

He does not want to think that his cigarette is the strongest one which is unhealthy and evil. Some other cigarettes must always stand between him and being a lost soul. On the other hand, extreme mildness is tasteless, too feminine, or even totally lacking in vigor and stimulation. It is like drinking a cocktail without alcohol.²⁹ An ideal cigarette should taste optimum.

But where is this optimum? What taste image should be conveyed? The advertiser must know the approximate position of an ideal cigarette (as well as of his brand) along the strength-mildness continuum. Therefore, the following question is asked:

1. Do you like to have a strong or mild cigarette

Strong

Mild

Without providing the choices "medium" or "don't know",

²⁸Pierre Martineau, Motivation in Advertising (New York: McGraw-Hill, 1971), pp. 94-95.

²⁹Ibid.

the respondent will be forced to choose according to his interpretation of "strong" and "mild", and according to the tendency in his perception.

Tendency is not an exact position. But that's all we have to know, because advertising is never exact, especially when we don't want to go to extremes.

A cigarette is personified. Therefore, Camel is considered one of the strongest cigarettes even by non-smokers, because the advertising is communicating with its symbols that Camel is the brand for rugged masculinity.³⁰ In other words, the taste of a particular brand is often defined by the type of people being perceived as smoking this brand. With this reasoning, the question which employs the third person technique is asked, with the help of picture projections:

2. Whose cigarette tastes better? Please code 1, 2 and 3 in order of superiority of tastes.

(Pictures:) American cowboy, smoking
Hunter smoking
Foreman in a building site smoking
Picnicking young men smoking
British gentleman smoking

³⁰Ibid. p.104

The ordering of the above choices represents degrees of masculinity as determined in advance by a small panel through paired comparisons. The cowboy therefore represents masculinity (or a strong cigarette) while the British gentleman represents a less masculine or relatively mild image.

The sequence of these pictures projected must be arranged randomly, if not simultaneously, to the jury in order to avoid sequence bias.

The image of femininity need not include because smoking itself is regarded as relatively a man's habit, and the cigarette seller's target market is usually the male population.³¹

(c) THE IDEAL AGE

Smoking is fun. Somehow a man never outgrows his childhood. He is constantly hunting for the carefree enjoyment he knew as a child. And smoking, for many of the smokers, becomes a substitute for their early habit of following the whims of memory.³² In this sense, one of the motives of smoking is the intrinsic chase for youth or childhood.

³¹This is the author's opinion that the major market for a cigarette marketer in Hong Kong is the male population. Discussions with the advertising agency for Winston also confirmed this.

³²Ernest Dichter, Handbook of Consumer Motivations, (New York: McGraw-Hill, 1964) pp. 334-352.

On the other hand, smoking is a symbol of sophistication, of worldliness.³³ Usually people do not allow children to smoke. Therefore, for youth, smoking is proof of daring, of being accepted as mature.

What, then, is the ideal point in the age dimension of smoking, as perceived by the target audience? This is what the following question tries to measure.

1. Which of them is most enjoying smoking? Please code 1, 2, 3 in order of their enjoyment.

Young persons at the beach, smoking

Middle-aged person at home watching television, smoking

Grandfather at home with children, smoking

Again, the rank order technique is used. And again, the sequence of pictures should be random or simultaneous.

The degree of enjoyment shown in each person in the pictures should be equal, so that the respondents are not making their choices according to differing pleasures expressed in the pictures.

³³Pierre Martineau, Motivation in Advertising (New York: McGraw-Hill, 1971), pp.58-59.

(d) THE IDEAL NATIONALITY AND OCCUPATION

These two dimensions are combined deliberately. The reason is that if nationality is to be studied alone, while keeping other variables such as age or occupation identical, the respondents will be influenced by their nationality and tend to rank their own higher.

Westerners generally have been taken as the higher social class (to be admired) in the Colony. In most multi-national companies, they are the top executives. Therefore, the combination of culture and occupation is logical. Moreover, westerners are usually the more familiar faces appearing in advertisements in the minds of audience, especially for products whose advertising copy is international. This is partly the result of the local perception that imported products are better than the local ones.

Recently, a trend has been found in Hong Kong that more and more Chinese faces appear in advertisements. Is the target audience accustomed to this? Would they unconsciously regard those products as slightly inferior? Or have their patriotism and sense of racial superiority, as shown in recent Chinese movies, been so strong that they now consider products employing Chinese faces in the advertisement as preferable?

One of the purposes of the questions in this section is to discover the ideal nationality identified in advertising copy for

cigarettes, specifically, Winston. By mixing culture and occupation together in the questions, the direct rivalry of nationality is voided to some extent.

A career occupies the major part of a man's life. In his mind, his work is often most important. Everyone has a perception of an ideal occupation. However, in most cases, his actual one does not match what he actually desires. A biologist may wish that he were an artist while an artist may wish that he were a doctor. Therefore, finding out this dimension enables the copywriter to create an advertisement with which the target consumers identify, consciously or unconsciously.

For these purposes, the picture-arrangement test is again used. According to respondents' ranking of pictures representing different combinations of cultures and occupations, these two dimensions of the ideal cigarette can be discovered.

1. Who do you think chooses a better cigarette?

Please code 1, 2, 3 according to your imagination.

Businessman in the office or conference (Chinese and Western)

Foreman in a building site (Chinese and Western)

Manual workers having a rest (Chinese and Western)

Movie star having a rest (Chinese and Western)

Surgeon after operation (Chinese and Western)

White collar in his office (Chinese and Western)

Again, these should be arranged so that the respondents are not affected by the sequence of projection. This is extremely important because nationalities are involved.

Then, in order to isolate these two variables, a question purely on occupation is asked:

2. If you had to choose, which person would you like to be?
Please code 1, 2, 3 according to your preference.

The same set of pictures are projected, excluding Western faces, and the respondents are asked to make their choices again.

(e) "OTHER SYMBOL" ASSOCIATION

The first purpose in this section is to find out the kind of jingles that are suitable to convey the ideal concept for Winston in audio and audio-visual communication.

Three kinds of languages/dialects are used in advertising in Hong Kong. They are: Cantonese, Mandarin and English.

Cantonese is the mother tongue for the majority of population. Mandarin songs, on the other hand, have achieved increasing popularity in recent years. English songs and jingles, having the advantage of being capable of creating an imported (superior) image for the product, have also been used in advertising for many years, and have achieved consumers' familiarity.

Few studies have been made to investigate the relative effectiveness of these languages/dialects for advertising in Hong Kong.³⁴

The purpose here is to find out which kinds of jingles the consumers think "should be" used for cigarette advertising in accordance with their perceptions. However, asking them directly, such as: "What type of jingles do you think are ideal for cigarette advertising?", would result in their building up a defense mechanism and rationalization of their answers. Thus, the assisted association method is used:

1. Which type of jingles would you associate with smoking?

Please code 1, 2, 3 in order of suitability.

English

Cantonese

Mandarin

Another symbol in color. Using the right color in advertisements has the benefits of, among others, attraction, creating and fastening favorable impressions, and, of more importance, suggesting abstract qualities appropriate to the

³⁴A study on the different effects in recall and product image between advertising in Cantonese and Mandarin has been completed. See W.S. Luk, Measurement on the Impact of Dialect in Print Media Advertising Copy (unpublished MBA thesis, LIBA, The Chinese University of Hong Kong, 1973).

appeal.³⁵ No attempt is made to discover which color the consumer likes. The objective is more specific: To find out which color consumers link with an ideal cigarette. Therefore, the following question is asked:

2. Which color would you associate with the word "cigarette"?

Here, free association or imagination is encouraged. However, it should be noted that usually a cigarette is in white. Thus, association with the color "white" may gain a high percentage of results. Moreover, the decision-maker should choose among the types of color gaining high scores.

Accompanied with jingles and colors, the mood of an advertisement is also an important factor affecting its effectiveness in conveying the desired product image. For this purpose, the following question is asked:

3. Please check the word which best describes "a cigarette for you" from each of the following pairs of words.

Traditional	Aggressive
Modern	Self-control
Wealthy	Beautiful (smart)
Average	Useful

³⁵Maurice I. Mandell, Advertising (New Jersey: Prentice-Hall, 1968), pp. 448-449.

"My cigarette" has a special significance in cigarettes. The cigarette in some sense is the out-growth of a smoker's personality, or even his organism. The clouds he puffs out somehow signify part of himself. It makes his own breath visible.³⁶ Therefore when the question asks about "a cigarette for you" it really means "your ideal cigarette", and the adjectives used for assisted association can be personified.

Unlike the common semantic differential techniques where directions on the scales are evaluated as good or bad (e.g. beautify vs. ugly), so that the respondents will automatically choose the "good" answer to describe their ideal cigarette and the "medium" answer to describe their actual brand (they are only partially satisfied with their brand), the pairs of association factors are provided as made to look equally attractive e.g. aggressive vs. self-control; beautiful (smart) vs. useful. Thus, it is expected that more realistic answers can be found.

Moreover, the findings of semantic differential technique often results in indiscriminate clustering about the middle of the scales, thus making differentiation among concept profiles difficult. Therefore, forced-choice on the two extremes rather than the common Osgood-type or Likert-type point scales is used, since these only show directions or tendencies of the consumers' preference.

³⁶Ernest Dichter, Handbook of Consumer Motivations (New York: McGraw-Hill, 1964), pp. 334-352.

(C) BRAND PERCEPTION

In this part of the questionnaire, the task is to find out: First, the image of Winston in the Winston smokers' minds; Second, the image of Viceroy in Viceroy smokers' minds; Third, the image of Winston in the Viceroy smokers' minds; and forth, the image of Viceroy in Winston smokers' minds.

With this knowledge, the suitability of employing the symbols of the ideal cigarette can be determined while strategies emphasizing the differential advantages of Winston can be developed in order to build up the loyalty of Winston smokers and effectuate favorable brand switching behavior among Viceroy smokers.

The majority of the symbolic dimensions to be discovered in this section are the same as the previous one, except for substituting the ideal cigarette for the actual brands, i.e. Winston and Viceroy. Examples are:

Do people regard Winston (Viceroy) as strong or mild? (analogous to the question "Do you like a strong or mild cigarette ",³⁷ employing the third person technique)

Which type of persons do you think are typical Winston (Viceroy) smokers? Please choose among the pictures and code 1, 2, 3 according to your ranking.

³⁷Refer to question 1 of section (b), Part (B).

(Analogous to the questions on the occupation/culture, age, and taste dimensions of an ideal cigarette)

Which type of jingles (colors) would you associate with Winston (Viceroy)?
(Symbol association)

In addition to questions on various dimensions of the brand image, the following questions serve as supplements:

1. Could you name some brands which are stronger or milder than Winston? Please name three for each. (Same question for Viceroy)

The answers have two indications. Firstly, they reveal the position of Winston and Viceroy, among other brands, along the strong-mild scale. Secondly, it tells partly whether the consumers made efforts to search for a cigarette.

2. If your regular brand is not available, what brand(s) would you choose as a substitute?

The purpose of this question is to find out brands which are perceived as similar to Winston and Viceroy. This helps also in the positioning of the brands along the consumers' attitude scales as well as in the market.

3. Can you recall some advertising claims by Winston (Viceroy)?

Because a person would learn more quickly and remember for a longer period those communications which are compatible with his own attitudes³⁸ and because of the operations in his dissonance and internal harmony mechanisms, this question can find out the advertisements employed in the past that are more effective than others in terms of retention. The language/dialect which brought higher retention will also be found.

4. Which movie star do you think smokes Winston (Viceroy)?

Each movie star has a perceived personality gained through the type of movies he or she acts in, the clothes he or she usually puts on, and the like. Therefore, by asking this question, we can find out the "personality" of Winston and Viceroy.

However, in the case of Winston, it should be noted that some actors or singers have advertised for it before, thus the recall factor may come into action. Nevertheless, this does not conflict with what we want to find since the brand image or "personality" is the result of a many of variables.

³⁸Donald F. Cox, "Clues for Advertising Strategists: II", Harvard Business Review (Nov.-Dec., 1961), pp.42-50.

5. Of all cigarette advertisements, which do you think are the most successful ones?

This is an open ended question. The respondents will tend to answer with the ones which are most enjoyable, draws their attention and retention, advertised most frequently, and/or are most unusual. Although these may not lead to conviction and action, they are certainly important for advertising.

6. Do you think any of your acquaintances would shift to the brand because of successful advertisements?

The purpose of the question is not to discuss the number of people who will shift brands due to the effective advertisements. This is a third-person projective technique in which the respondent may be more amenable to talk about other people and thereby reveal his own feelings.

(D) PROBLEM TRACKING

This part of the questionnaire tries to ascertain consumers' problems or discomfort associated with smoking. The purpose is to discover the main sources of dissonance and see if advertising can help consumers to solve these problems or relieve their discomfort.

One of these is cognitive dissonance arising from the smoking habit. The pleasure of smoking is inconsistent with medical reports linking cigarettes with cancer. To remove the uncomfortable feeling and dissonance which result from this psychological inconsistency, the smokers unconsciously search for information which confirms their decisions while avoiding or passing over quickly the communication that gives discrepant information.³⁹

The first step in this part, therefore, is to determine if problems exist at all by asking the following questions:

1. Are you smoking more, less, or about the same?
2. Have you stopped smoking before?
3. Do you wish to stop smoking?
4. Do you want to reduce the number of cigarettes you smoke per day?

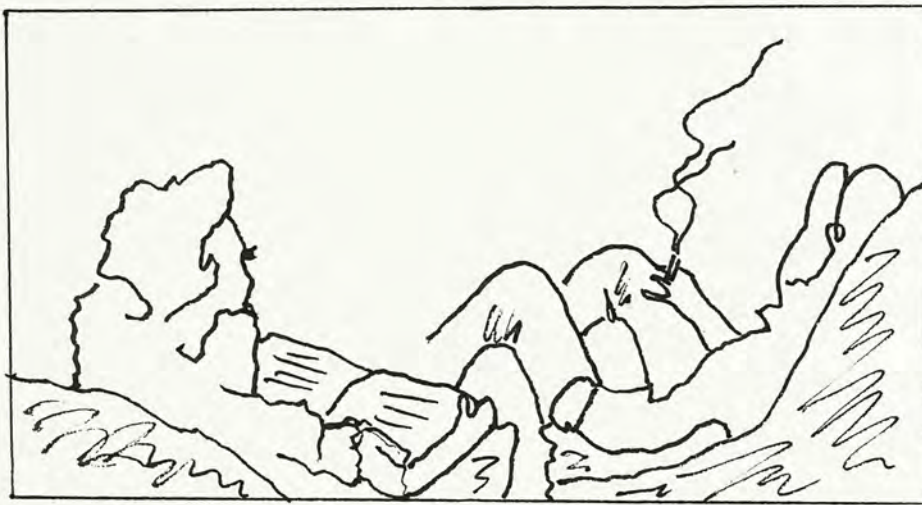
If the answers are positive and consistent, it will be a good evidence of the significance of problems. However, even if negative answers are given, there may still be problems. It may be the case that his smoking habit is stronger than the fear of lung cancer and other problems. The smoker who continues to smoke will think (a) he enjoys smoking so much it is worth it; (b) the chances of his health suffering are not as serious as some would make out; (c) he can't always avoid every possible problem and still live; and (d) perhaps

³⁹C. Glenn Walters and Gordon W. Paul, Consumer Behavior: An Integrated Framework (Richard D. Irwin, 1970), pp. 245-246.

even if he stopped smoking he would put on weight which is equally bad for his health.⁴⁰

The following questions are asked concerning one of the sources of problems: Social Sanction.

5. Please imagine what the couples are talking about?



The projective technique used here is based on the assumption that if the respondent has been criticized, or thinks he will be criticized, by his wife, girl friend or other relatives because of his smoking habit, he will identify himself with the man in the picture and give answers such as "The wife is persuading her husband not to smoke so much" or "The wife is complaining that the ashes damage the carpet". Such kind of answers are an indication of adverse social sanction faced by the respondent.

⁴⁰Leon Festinger, "Introduction to the Theory of Dissonance", in Steuart Henderson Britt, Consumer Behavior and the Behavioral Sciences (New York: John Wiley & Sons, 1968), pp. 114-115.

However, if the answers do not fall into this category, it is not a conclusion that no social sanction exists. At most, it can be concluded that the sanction is not heavy enough to make the respondent place it on the surface of his mind.

For the same purpose, a more direct question is asked:

6. What are the attitudes of the three persons you meet most frequently toward your smoking?

In part (A), a question is asked: "Do the persons you frequently meet smoke?" If they do not, there is a possibility that the primary group has a norm against the respondent's smoking habit. If they do, they may have some influence upon the respondent's brand choice, frequency of smoking, and the like. The word "smoking" in this question thus includes all the above.

Another type of problem may arise from the brand of cigarette itself. This may be physical, or psychological (symbolic). The following questions try to develop tentative ideas around this aspect:

7. When do you feel your cigarette taste least good?

This is another way of asking the respondent "Which circumstances do you think are less suitable for smoking?" or "When are you less satisfied with your brand of cigarette?"

8. What changes should be made in order to make you more satisfied with your brand of cigarette?

This is an indirect question of asking the respondent: "In what ways are you dissatisfied with Winston or Viceroy?" However, some of the respondents will apparently suggest that a price cut would be an improvement, although they may choose another brand if Winston or Viceroy are "downgraded", i.e. cut their price, which results in reducing their snob appeal, the consumer's confidence that he was getting good quality,⁴¹ and the social prestige of their typical smokers. Therefore, follow-up questions are asked:

9. Have you tried some lower-priced cigarettes?
10. How do you feel about them?

These two questions not only bring out some of the attitudes toward low-priced cigarettes, but also discovers whether or not they evaluate a brand according to its price.

Then, the major source of dissonance, namely, "smoking is harmful to health", is studied, using the following questions:

⁴¹Philip Kotler, Marketing Management: Analysis, Planning, and Control (New Jersey: Prentice-Hall, 1971), pp. 352-353.

11. Do most doctors smoke?

Excluding "don't know" from the choices, the respondent is forced to give "yes" or "no" answers. With this verbal projective technique, it can be found whether lung cancer or other threats to health play an important role in the consumers' minds. Negative answers to the question indicate that the respondents firmly believe that smoking is harmful to health and they would smoke no more were they themselves doctors. On the other hand, positive answers indicate the triumph of their cognitive dissonance mechanism; and advertising can therefore reinforce it.

A similar question is asked in order to check the consistency of the above question.

12. Do you think doctors can choose a better cigarette?

The word "better" can mean better taste, less expensive, or anything. However, for those respondents who suffer from medical warnings, this "better" will be interpreted as "less harmful to health" since the subject is "doctor".

Finally, two questions are asked in order to evaluate the relative significance of all the problems, the latter one being an inductive one:

13. What are the real disadvantages of smoking? Please code 1, 2, 3 in order of their importance.

Harmful to heart

Harmful to lung

Harmful to throat

Harmful to nose

Harmful to tongue and mouth

Harmful to teeth

My friends do not like me smoking

Dirty

After exhale smell

Reduces sociability

Makes me dizzy

Makes me tired

Makes me thirsty

Makes my fingers yellowish

Others

14. Do you think smoking is harmful to your:

Work efficiency

Sociability

Health

Appearance

CHAPTER III

A PRETEST FOR THE QUESTIONNAIRE

A. OBJECTIVE OF THIS PRETEST

The purpose of this pretest was not to find out results which could be used to develop advertising strategies. Rather, it was the research design that was tested in order to discover its handicaps and limitations. Another purpose was that, through the analysis of the pretest, the interactions between the questions were revealed, thus the intended means of analyzing results from actual research employing this methodology may be presented.

B. METHODOLOGY

It was intended that this pretest should use exactly the same methodology as that developed in the last chapter, with a small sample size. Therefore, contacts with a well-known advertising firm in Hong Kong were made for their sponsorship.

Due to the estimated expenditures incurred in recruiting the consumer jury and in the production of materials for picture projections, the firm was not able to participate. The only assistance the firm agreed to donate was encouragement and some advice, which proved extremely helpful to the completion of this study.

Therefore, the pretest was carried out in a less sophisticated form. Many questions of the original research design, especially those in the brand perception section were eliminated to reduce the respondents' resistance to cooperate.

Projections of pictures which were planned to assist respondents' association and identification were also abandoned unwillingly and substituted by written phrases or clauses, despite their relative inefficiency in digging out stored predispositions and perceptions in the sub-conscious level of the respondents' minds.

As a result of this, the culture dimension of the ideal cigarette was inevitably given up, because verbal description of nationalities would result in intentionally biased answers from respondents' patriotism.

The jury consisted of voluntary University students and some blue-collar workers. Explanations were given before the actual answering of questions. Questionnaires then were distributed to all respondents, and questions and choices were explained with the help of the blackboard in a lecture room. Answers in Chinese and/or bilingual were encouraged. This was necessary for those who could not write English.

Thirty two persons were organized in the jury. Sixteen were Winston smokers while the other half were Viceroy smokers. One questionnaire filled out by a Viceroy smoker, however, consisted of too

many non-responses to be acceptable. Thus, the actual sample size was thirty one, with sixteen Group 1 respondents (Winston smokers) and fifteen Group 2 respondents (Viceroy smokers).

C. ANALYSIS OF RESULTS

(A) TASTE DIMENSION

Taste was the most convenient and the most common reason given by respondents who shifted brands. From question (A)5, it was found that of both Group 1 and Group 2 respondents, 70% reported that they shifted to Winston or Viceroy because of taste. It is expected that even in larger samples, the findings would still indicate that taste is said to be the major reason accounting for brand choice or switching behavior.

It was found, however, that taste was only a veil. From question (A)6, when the respondents were asked whether they liked Winston/Viceroy immediately at their first try, or whether they got used to it after a certain period of time, the findings were as follows:-

Exhibit 1

The Learning of Tastes

	Winston Smokers	Viceroy Smokers	All
Needed time to learn to like it	75%	60%	67.5%
Immediately liked it	25%	40%	32.5%
Total	<u>100%</u>	<u>100%</u>	<u>100.0%</u>

Most of them needed time to learn to like Winston or Viceroy. Then, how could they switch to these brands because of taste? This shows the importance of symbolic attributes which made them keep on smoking Winston or Viceroy until they liked the tests of them.

From Group 1 respondents, it was found that 75% thought their previous regular brands were stronger than Winston (Question (A)7). More than 75% classed Winston into the mild category (Question (C)1). And "Wanted a milder cigarette" accounted for the major (40%) brand switching reason (Question (A)5). Finally, all (100%) of Group 1 respondents thought that an ideal cigarette should be a mild one.

The answers to the above questions are very consistent. All pointing to the conclusions that:-

1. An ideal cigarette should be mild.
2. People prefer Winston because its taste is perceived as closer to their ideal cigarette (mild).

However, in Group 2 respondents, the answers were not so consistent. 80% thought their previous regular brands were milder than Viceroy (Question (A)7). Also, 80% classified Viceroy in the strong category (Question (C)1). "Wanted a stronger cigarette" also accounted for the major (30%) brand switching reason (Question (A)5). However, 60% of the respondents still thought that an ideal cigarette should be mild!

Therefore, we can conclude that Viceroy was perceived as a strong cigarette and many smokers did shift to it because of this. Nevertheless, smokers may not choose a brand because it "tastes" like their ideal cigarette. Either this was caused by errors from the small size of the sample or there were some other symbolic attributes which overcome the unfavorable taste perception and made Viceroy smokers like it.

According to both groups of respondents' perceptions on tastes of various brands of cigarettes, as discovered from Quotation (A)4 (respondents' previous regular brands), Quotation (A)7 (whether they are stronger or milder than Winston/Viceroy), Question (C) 3 & 4 (brands that are stronger or milder than Winston/Viceroy), and Question (C)5 (substitutes), the following scale was developed:-

Exhibit 2

Scale of Perceptions on Tastes of Cigarettes⁴³

STRONG	VICEROY		WINSTON		MILD
	Camel	Lucky	Marlboro	State	Chesterfield
	Capston	Strike	Marvels	Express	Consulant
				Salem	Goldflake
				Snowman	
				Kent	

⁴³The distances on the scale do not represent the respondents' quantified attitudes. It was developed according to the substitutability of various brands for Winston and Viceroy and to their relative strength of tastes as perceived by respondents.

Another finding from the above questions is that, for Group 1 respondents, over 60% would tend to choose their previous regular brands if Winston were not available. Others would choose one perceived as milder than Winston. For Group 2 respondents, 40% would choose their old brands while another 40% would choose ones they thought were milder than Viceroy if Viceroy were not available. This indicates two discoveries:-

1. The carry-over effect of a taste learned is very strong. Smokers feel that it is easier to get used to the tastes they have learned to like in the past than to learn a new taste.
2. It is easier for them to get used to a milder new taste than to a stronger new taste.

From Question (C)1, the analysis of the cross feeling of Viceroy and Winston by Group 1 and Group 2 respondents, the results were as follows:-

Exhibit 3

Cross Perceptions on Winston and Viceroy

	Winston (Viceroy-Smokers)	Viceroy (Winston-Smokers)
Strong	80%	75.0%
Mild	20%	12.5%
Non-response	-	12.5%
Total	<u>100%</u>	<u>100.0%</u>

It showed a strong correlation between unfamiliarity and "strong". That is, smokers tended to classify the brand of cigarette that they had not much knowledge about, and whose taste was not familiar to them, as strong.

Finally, from Question (D)9, it was found that some respondents expressed their adverse attitudes toward lower-priced cigarettes by saying that "They are very mild and tasteless".

Although the ideal cigarette is mild, the advertiser must be very careful in controlling the "degree" of mildness conveyed through advertising because very mild may be associated with tasteless and low-priced.

(B) TIME/EVENT DIMENSION

From the open-end question (Question (B)a.1) asking the time/event the respondents smoked more than average, most of the two groups gave the following answers: In the afternoon, when they had nothing to do, thinking, playing mahjong and working.

From Question (B)a.3 which asked that of all times in a day, when the respondents most needed a cigarette, the finding was as follows:-

Exhibit 4

The Ideal Time

	Winston Smokers	Viceroy Smokers	All
After (non - 6 p.m.)	37.5%	60%	48.75%
Morning (before noon)	37.5%	20%	28.75%
Evening (6 p.m. - 9 p.m.)	12.5%	20%	16.25%
Night (after 9 p.m.)	12.5%	-	6.25%
Total	<u>100.0%</u>	<u>100%</u>	<u>100.00%</u>

It was found that the ideal time of smoking was "Afternoon".

However, from Question (B)a.4 and Question (E)6 it was found that the respondents felt that the most enjoyable situation for smoking was after dinner. The second ideal situation was drinking Chinese Tea with friends, followed by waiting, watching TV, after lunch and playing mahjong. (Exhibit 5)

Exhibit 5

The Ideal Situation¹

(Scores)	Winston Smokers	Viceroy Smokers
After dinner	58	45
Drinking Chinese tea with friends	12	36
Waiting	12	9
Watching TV	10	18
After lunch	10	12
Playing mahjong	8	15

These situations can be grouped into three categories:

1. After meals: After dinner and lunch.
2. Social gathering: Drinking Chinese tea with friends
and playing mahjong.
3. Idleness: Waiting and watching TV.

An explanation of the fact that respondents failed to emphasize "evening" as the time they most needed a cigarette while reporting "After

¹The scores in this table are the combined results from Question (B)a.4 and Question (E)6. The item coded "1" by a respondent was given a score "3" while the item coded "3" by a respondent was scored "1". The code and the score given to "2" is the same.

dinner" was the situation they most enjoyed a cigarette, was that, the cigarette after dinner was so habitual that they forgot to mention it. But once they were reminded by the assisted association method, they all ranked this most common and important.

Also noted in Exhibit 5 was that, for Winston smokers, a cigarette in idleness was more needed while for Viceroy smokers, a cigarette in a social gathering was more needed.

From Question (A)8, 9 and 10, the results were as follows:-

Exhibit 6

The Social Element of Smoking

Questions		Winston Smokers	Viceroy Smokers
(A)8	Persons they frequently meet smoke	75.0%	80%
(A)9	Still like to try other cigarettes	37.5%	20%
(A)10	Actually tried other brands	100.0%	100%

It was indicated that despite the fact that most of the respondents said they did not want to try other brands, they actually did. This is obviously due to social reasons. More than 75% reported that the persons they frequently met smoked. Offering cigarettes to friends is a means of expressing friendliness and refusing such offers

is impolite. Thus, the advertiser should pay attention to the social element of smoking because as discussed above, tastes can be learned, and a brand whose taste is familiar has a high substitutability for the present brand. This may be especially true for Viceroy smokers, whose social element of smoking is higher than Winston smokers.⁴⁴

(C) AGE DIMENSION

Exhibit 7

Age Dimension of the Ideal Cigarette

Symbolics	Winston Smokers (Scores)	Viceroy Smokers (Scores)	All (Scores)
Young man	52	33	85
Grandfather with children	22	33	55
Middle aged with friends	10	21	31

From the question asking the respondents to imagine which person was more enjoying smoking (Question (B)c.1), it was found for Group 1 respondents, the ideal point of age was definitely "Young".

⁴⁴ Another evidence of this is found in Question (A)5 where respondents are asked to explain the reasons for their switching to Winston/Viceroy. 20% of Group 2 respondents checked the reason "friends and relatives all smoked Winston/Viceroy" while for Group 1 respondents, only 10% checked this.

However, for Group 2 respondents, both "Young" and "Old" were ranked highest. And the combined analysis shows "Young" was ranked highest. "Middle age" received the lowest scores.

(D) BRANDS PERCEPTION

As previously analyzed, Winston was regarded as relatively mild and Viceroy as strong.

From the analysis of the adjectives describing Winston and Viceroy (Questions (C)6 and 7) the results were as follows:-

Exhibit 8

Perception on Brands

		<u>WINSTON</u>			<u>VICEROY</u>	
	All	Winston Smokers	Viceroy Smokers	All	Winston Smokers	Viceroy Smokers
Luxurious	43	22	21	38	18	20
Western	40	16	24	36	26	10
Rich	35	26	9	38	20	18
Matured	29	14	15	12	2	10
Young	22	10	12	30	13	17
Exciting	11	2	9	8	8	0

It shows that the best adjectives for Winston were perceived as: Luxurious, Western and rich. Viceroy smokers gave the highest scores to the word "Western" in describing Winston while Winston smokers gave the word "Rich".

The adjectives for Viceroy were again: Luxurious, Rich and Western. However, Winston smokers contributed their highest scores to the word "Estern" while Viceroy smokers ranked "Luxurious" highest.

It seems that there was an agreement by both groups that Winston was relatively mature while Viceroy was young.

When the respondents were asked to describe the brand other than their regular one, they tended to use the word "Western".

The words "Luxurious" and "Rich" seemed to be used most frequently by both groups to describe cigarettes. This discovery may be useful to the advertiser who wishes to find appropriate adjectives which are accepted by consumers in describing a cigarette.

Questions (C)8 and 9 received the highest number of non-responses (70%). However, those who did reply gave their answers clustering around several images, including the ordinary men. For Winston, the typical smokers were businessmen, middle-aged people, white collar and specialists (perhaps they meant the photographers in the advertisement) while the typical Viceroy smokers were young men, (manual) workers and gamblers! This may result from the respondents' daily observations, or from their interpretation or mis-interpretation of the advertisements.

Another way of discovering brand perceptions is to study the results of questions (C)16 and 17, which asked the respondents which movie stars smoked Winston and which smoked Viceroy. The results were consistent with the above findings.

Both groups of respondents had a high rate of non-response (50%). However, from those who did answer, the results were quite interesting:-

Associated with Winston:

Bruce Li, Lily Ho (female), Li Ching (female),
Robert Redford, Henry Fonda, Laurence Oliver,
Leung Shing Bor, Cheng Kwan Min, and Gregory
Peck.

Associated with Viceroy:

Charles Bronson, Tang Kwong Wing and
Sean Connery.

It is not surprising that Bruce Li was mentioned three times by respondents because he, like Cheng Kwan Min, advertised for Winston. All other movie stars for Winston have a mature and/or less masculine image.

It is also not surprising to see that there were much more non-responses when respondents were asked to associate movie stars with Viceroy, because in Viceroy advertisements, there were no well-known movie stars. Charles Bronson was mentioned five times. All the stars mentioned have established a strong, masculine image or a young and fashionable image (e.g. Tang Kwong Wing).

Both brands' advertisements were perceived by more than 80% of respondents as in English although one remembered part of a Winston slogan in Chinese. The effect of the two brands' previous advertising, however, differed. For Winston, quite a few remembered the slogans: "Winston tastes good like a cigarette should" and "Your style, your smile, your look the way you smoke...". However, for Viceroy, only one remembered the beginning of the jingle: "Viceroy cigarette with the taste ...". Most only said, "There are successful people in the ad."

It is difficult to judge which brand's advertising has been more effective.

From Question (C)18, it was found that the brands whose advertisements were liked by the respondents were:-

<u>RANKING</u>	<u>BRANDS</u>
1	Winston
2	Kent
3	Camel
4	Lucky
5	Salem
6	Others

Winston was mentioned by over 50% of Group 1 respondents. It was also mentioned by quite a few Group II respondents. However, Viceroy was not mentioned, not even by Group 2 respondents.

It seems, from this question, that the relationship between enjoyable advertisements and brand choice decision is quite loose.

Question (C)19 asked if the respondents thought that his friends would choose a brand more or less because of its successful advertisements. This question was in fact, by using the "Third-person Technique", asking about the respondents themselves rather than their friends.

Total negative answers amounted 70% and there can be two alternate explanations to this fact:

1. As suggested above, the relationship between enjoyable advertisements and brand choice decision is negative.
2. The sample size was too small to give accurate answers.

(E) OCCUPATION DIMENSION

Exhibit 9

Who Chooses a Better Cigarette?

	All (Scores)	Winston Smokers (Scores)	Viceroy Smokers (Scores)
Businessman	75	42	33
White Collar	23	12	11
Movie Star	23	18	5
Manual Worker	19	4	15
Surgeon	18	6	12
Foreman	16	2	14

Exhibit 10

Ideal Occupation

	All (Scores)	Winston Smokers (Scores)	Viceroy Smokers (Scores)
Businessman	72	42	30
Foreman	35	12	23
Surgeon	27	16	11
Movie Star	9	4	5
White Collar	6	4	2

Analysis of question (B)d.1 (who chooses a better cigarette? Please imagine), it was found that the businessman was thought to have chosen the best cigarette. The white collar's and the surgeon's cigarettes were second best. And the cigarette for the manual worker and the foreman got the lowest scores. (Exhibit 9).

When the two groups of respondents were studied separately, significant differences were found. The businessman was ranked first by both groups, but a much greater proportion was contributed by Group 1 respondents. Moreover, Winston smokers had a tendency to rank the white collar and the movie star higher while Viceroy smokers were in favour of the manual worker and the foreman.

Analysis of Question (E)5 (If you had to choose, which person would you like to be?), businessman was again the ideal occupation. To Winston smokers, the surgeon was the second best while to Viceroy smokers, the foreman was next to the businessman. (Exhibit 10)

Therefore, it can be summarized that, besides the businessman, the occupation dimension of the ideal cigarette for Viceroy smokers were manual or working types while that for Winston smokers were less manual type, but more professional.

From the last section, it was discovered that the typical Winston smokers were perceived as less manual types while the typical Viceroy smokers were the working class. Thus, a tentative conclusion can be drawn from this study that consumers did have a tendency to

choose a brand whose salient symbolic attributes (occupation) were closer to that of their ideal brand. Persons (most likely manual workers) whose ideal occupation was the foreman would choose a (perceived) foreman's cigarette or (perceived) manual worker's cigarette. And persons who worked, or thought they should work, in the offices would choose a cigarette which was thought to be smoked by persons working in the offices.

Therefore, stressing the appropriate occupation element in advertising which is congruent with the audience's actual or ideal occupations can have an effect of attracting target consumers.

(F) SYMBOL ASSOCIATION

Exhibit 11

Jingle Association

	<u>SMOKING</u>			<u>WINSTON</u>			<u>VICEROY</u>		
	All	Winston Smokers	Viceroy Smokers	All	Winston Smokers	Viceroy Smokers	All	Winston Smokers	Viceroy Smokers
English	61.25%	62.5%	60%	67.5%	75%	60%	45%	50%	40%
Cantonese	12.50%	25.0%	-	22.5%	25%	20%	36%	50%	20%
Mandarin	26.25%	12.5%	40%	10.0%	-	20%	20%	-	40%
Total	<u>100.00%</u>	<u>100.0%</u>	<u>100%</u>	<u>100.0%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

As shown in Exhibit 11, when the respondents were asked to associate "smoking", "Winston" and "Viceroy" with jingles (Question (B)e.1, (D)11 and 12), English jingles were associated most frequently. This may be the result of the fact that most audio and audio-visual cigarette advertisements employed English jingles.

Cantonese was, associated with 'smoking' and the two brands frequently by Winston smokers. This may be due to the recall of the slogans in Cantonese dialect employed by Winston and other cigarette advertisers.

However, the Mandarin jingle was associated by a high percentage of Viceroy smokers. However, no mandarin jingles have ever been employed in cigarette advertising in Hong Kong. The reason for this high association frequency is beyond the author's explanation. This may suggest a direction for future academic research.

From Question (B)e.2 the types of color associated with the word "Cigarette" by group respondents were red and white. This seemed natural since Winston was packaged in red while the cigarette was white.

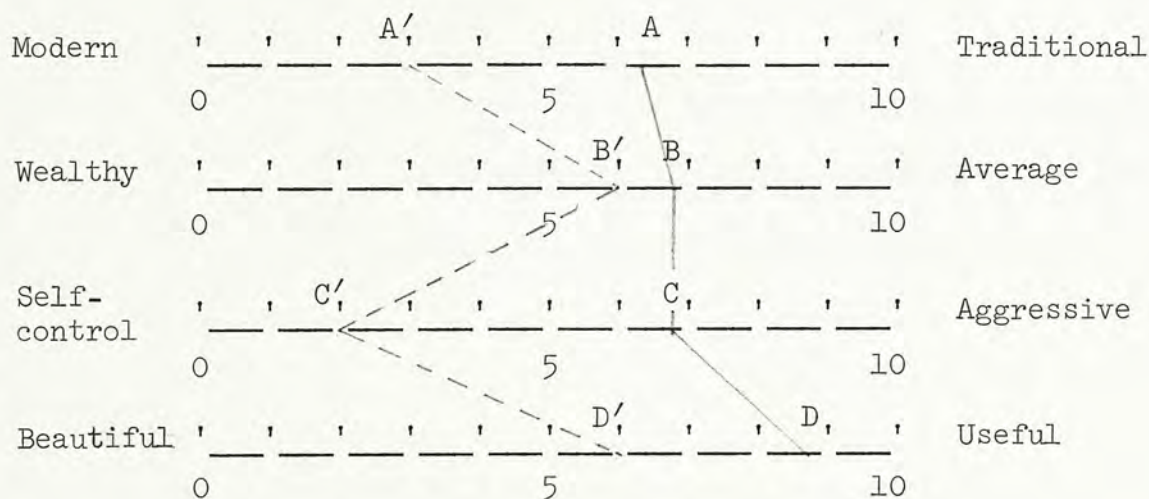
Group 2 respondents associated white with "cigarette" frequently since both the Viceroy package as well as the cigarette were in white. Other types of color associated were "yellow" and "green".

No recommendations could be made as to the appropriate "mood" of advertisements since the sample size was too small to give conclusive results.

Finally, from Question (B)e. 3 the adjectives for an ideal cigarette given by Group 1 and Group 2 respondents are as follows:-

Exhibit 12

The Personality of The Ideal Cigarette¹



Keys: _____ Winston Smokers (Group 1)
 ----- Viceroy Smokers (Group 2)

¹The positions of A, B, C, D and A', B', C', D' on the scales were determined according to the percentage of respondents in favour of the adjectives.

For example, the number of Group 2 respondents in favour of the word self-control (80%) was four times larger than those in favour of the word 'aggressive' (20%). Thus, the distance of C' from 'aggressive' was four times closer than that from 'self-control'.

It shows that the personalities of the ideal cigarette perceived by Group 1 and Group 2 respondents were very different. Except on the "Wealthy - average" scale where both groups agreed on a tendency toward "average", the two lines representing the two personalities of brands were far from each other on all other scales. Winston smokers thought that a cigarette for them should tend to be traditional, aggressive and "very" useful. On the other hand a cigarette for Viceroy smokers should be modern, self-control, and "somewhat" useful.

If this conclusion is valid, the advertiser cannot persuade the two market segments simultaneously. An appeal suitable for Winston smokers may not be suitable for Viceroy smokers, except on the (average) income dimension.

Exhibit 12

The Existence of Problems

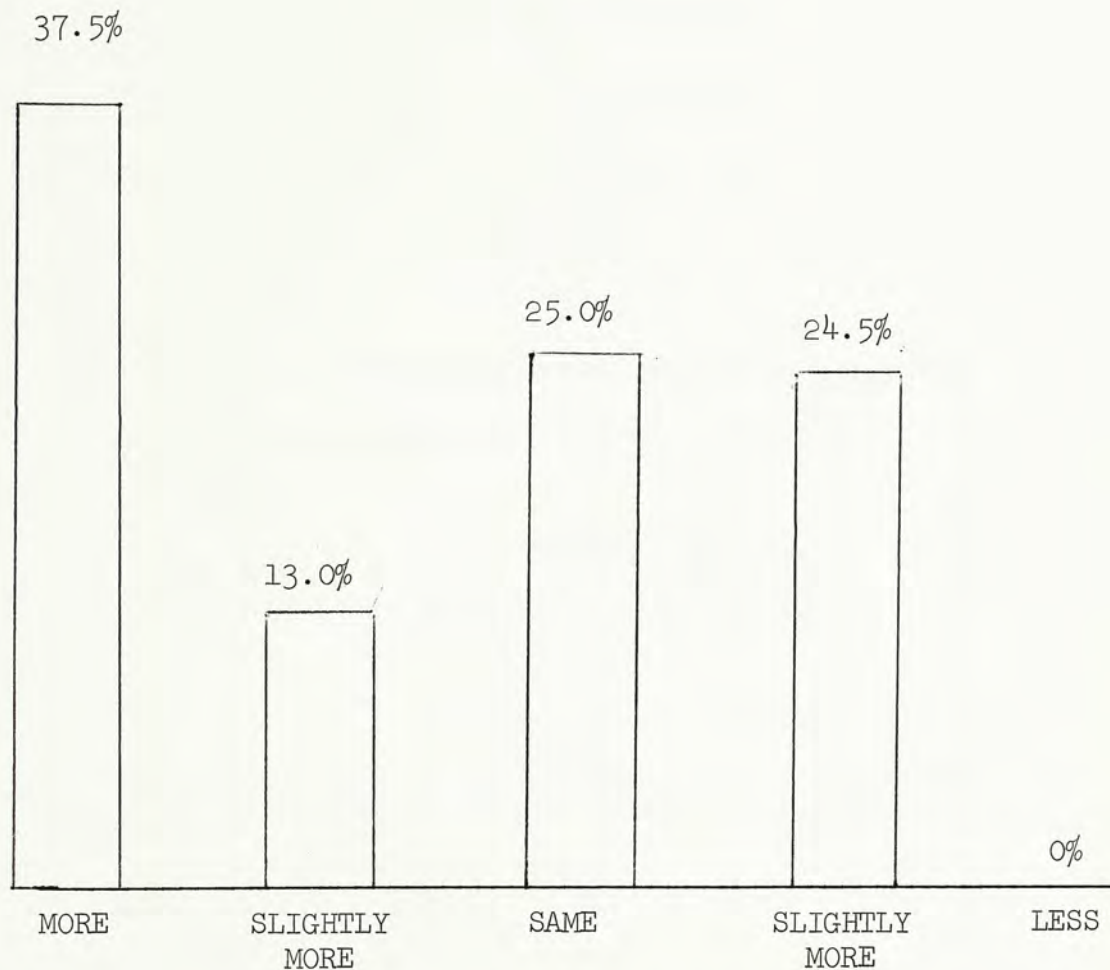
		All	Winston Smokers	Viceroy Smokers
Stopped smoking before	Yes	87.5%	75%	100%
	No	<u>12.5%</u>	<u>25%</u>	<u>--</u>
	Total	<u>100.0%</u>	<u>100%</u>	<u>100%</u>
Wish to stop smoking	Yes	71.25%	62.5%	80%
	No	<u>28.75%</u>	<u>37.5%</u>	<u>20%</u>
	Total	<u>100.00%</u>	<u>100.0%</u>	<u>100%</u>
Wish to reduce the amount of smoking	Yes	77.5%	75%	80%
	No	<u>22.5%</u>	<u>25%</u>	<u>20%</u>
	Total	<u>100.0%</u>	<u>100%</u>	<u>100%</u>

As shown in Exhibit 12, the existence of problems definitely exist. 87.5% of all respondents had stopped smoking before (Question (D)1). And more than 70% still wished to reduce or stop smoking.

However, from Questions (D)11, 12 and 13, it was found that the problems had not yet placed any actual obstacles against the respondents' smoking habit.

Exhibit 13

Changes in the Amount of Smoking



As shown in Exhibit 13, over 50% of the respondents were actually smoking more or slightly more as time went on. 25% kept their amount of smoking largely unchanged. Only 24.5% were smoking slightly less while none really smoked less. This shows that although the problems were not eliminated or solved, they were suppressed. Other things being equal, these problems will be ignored. However, once the person tries to stop smoking, for one reason or another, all the problems will serve as reinforcing factors to the decision.

The situations when the cigarette was thought to taste less good were: during illness, after too much smoking and in the morning after inadequate sleep.

In these situations, some respondents added, a cigarette was most needed psychologically. But the physical feeling of smoking was horrible. In other words, a cigarette tastes worst in these situations.

The results from the question utilizing projective techniques (Question (D)4) were as follows:-

Exhibit 14

Projection from the Picture

<u>Projection</u>	<u>Number of answers</u>	<u>Percentage</u>
Unfavourable	12	38.7%
Favourable	7	22.6%
Others	12	38.7%
	—	—
Total	<u>31</u>	<u>100.0%</u>

Those who projected the picture and answered that the couple were talking something unfavourable to smoking (e.g. "The wife is blaming that the ashes from her husband's cigarette damaged the carpet" or "The wife tells the husband not to smoke so much".) amounted 38.7%

A same

The percentage of answers projected to something unrelated to smoking (e.g. "They're talking about news"). Unexpectedly, 22.6% of respondent projected favourably to smoking! (e.g. "The wife asks her husband to give her one". or "The wife says that she thinks Winston tastes better", etc.)

It can be summarized that 61.3% of the respondents were not suffering from a high degree of pressure from their primary groups, or at least they did not have it on their minds, while 38.7% recognized social sanction against their smoking. Therefore, the social problems with smoking revealed from this projective technique were not very serious.

Question (D)5, which asked about the attitudes of the respondents' acquaintances toward their smoking habit, also confirmed this result. Non-response rate was high (61%) to this open-end question. Among those who did answer, half stated that their friends have unfavourable attitudes toward their smoking.

By the nature of this question, it was assumed that the respondents would recall unfavourable attitudes more than favourable ones because only unfavourable attitudes would have been expressed. Seldom will a person tell his friend that he agrees with the latter's smoking habit. Therefore, in view of the already low unfavourable attitudes reported, the actual social felt by the respondents must be even lower.

Another problem most frequently associated with smoking concerns health. When Question (E)7 indirectly asked the respondents whether they think smoking is harmful to health, the result was as follows:-

Exhibit 14

Do Most Doctors Smoke?

	All	Winston Smokers	Viceroy Smokers
Yes	26.25%	12.5%	40%
No	73.75%	87.5%	60%
Total	<u>100.00%</u>	<u>100.0%</u>	<u>100%</u>

More than 70% of the respondents thought that most doctors did not smoke. In other words they thought smoking was harmful to their health.

Those Viceroy smokers who thought so yielded a much lower percentage (60%).

The same results were found from the answers to Question (E)1 and 2.

Exhibit 15

Comments on "Smoking is Dangerous to Your Health"

	All	Winston Smokers	Viceroy Smokers
Agree	73.75%	87.5%	60%
Never mind	26.25%	12.5%	40%
Disagree	-	-	-
Total	<u>100.00%</u>	<u>100.0%</u>	<u>100%</u>
This quotation should be in Cigarette Advertisements	67.5%	75%	60%
This quotation should not be in Cigarette Advertisements	22.5%	25%	20%
Don't care	10.0%	-	20%
Total	<u>100.0%</u>	<u>100%</u>	<u>100%</u>

The majority agreed that smoking was harmful to health and that the consumers should be warned about this.

However, the percentage of "not agree", "don't care" and "never mind" was much higher for Group 2 respondents than for Group 1 respondents. This may be explained that, as discovered from the section on brand perceptions, Viceroy smokers are younger and more masculine type persons, hence more daring.

Efforts were made to find out if there were other problems associated with smoking Winston and Viceroy. For this purpose, a question was asked, "What changes should be made in order to make you more satisfied with your brand of cigarette". No useful findings were obtained. Those answered suggested lower prices, better taste (without being specified), or less nicotine. Price was mentioned by the majority. However, when they were asked for their attitudes toward lower-priced cigarettes, they all said, "They're garbage", "I'd rather not smoke than to have them" and, most important, "Higher-priced brands are better!"

They mentioned "Higher-priced" brands are better, without specifying which brands. That means they evaluate the quality or "taste" by the price and therefore they are prone to higher prices. If Winston were to cut the price, they would again say "I'd better smoke those higher-priced brands" and give Winston up.

Finally, a question was asked (Question (D)10) in order to find out the ranking of the disadvantages of smoking in the respondents' minds. The results are as follows:-

Exhibit 16

Disadvantages of Smoking: 1

(Scores)	All	Winston Smokers	Viceroy Smokers
Harmful to lung	66	36	30
Harmful to heart	34	10	24
Harmful to throat	21	12	9
Harmful to nose	21	12	9
Makes me thirsty	14	9	5
Harmful to teeth	9	-	9
Harmful to exhale smell	9	-	9

It is interesting to find that quite a few Group 2 respondents, who regard smoking as "beautiful", gave scores to the item "Smoking is harmful to teeth". Very consistent!

"Harmful to lungs" was regarded as the greatest disadvantage of smoking, followed by "Harmful to heart", "Harmful to nose and throat". No score was given to "My friends do not like me smoking". These indicate that harmful to health was the greatest problem to smokers while low social approval was negligible.

Question (E)8 was an integrative one for the whole section.
The finding was:

Exhibit 17

Disadvantages of Smoking: 2

	All	Winston Smokers	Viceroy Smokers
Harmful to health	73.75%	87.5%	60%
Harmful to work efficiency	16.25%	12.5%	20%
Harmful to sociability	10.00%	-	20%
Total	<u>100.00%</u>	<u>100.0%</u>	<u>100%</u>

The information listed in Exhibit 17, per se, serves as the conclusion of this section. Most respondents ranked "harmful to health" first, with relatively more Group 1 respondents doing so. The only thing the advertiser can do is to make their advertisements very beautiful so that the audience's cognitive dissonance mechanism is helped to disassociate smoking with lung cancer and other horrible diseases.

The second problem was "harmful to work efficiency". This may be overcome by advertisements stressing the inspiration effect of smoking. Finally, there are two alternate approaches to attack the already weak perception that "smoking is harmful to sociability". One is to stress the personality element and educate the audience that smoking is a symbol of individuality. The other approach is already done by many cigarette advertisers, stressing the social element and give the audience an impression that everybody of his kind is smoking, and only this brand can make you "in-group".

D. FINDINGS

After analysis of the responses, the findings can be summarized as follows:

1. An ideal cigarette tastes mild, and people prefer Winston partly because its taste is perceived as closer to the ideal cigarette (mild).
2. Other symbolic attributes are also important because some people still prefer Viceroy although its taste is perceived as strong while an ideal cigarette is mild.
3. The carry-over effect of a taste learned is very strong. Smokers feel that it is easier to get used to the taste they have learned once before than to learn to like a new taste.
4. It is easier to get used to a milder new taste than to a stronger new taste.
5. People tend to use the word "strong" to describe a cigarette whose taste is not familiar to them.
6. "Very mild" is often associated with tasteless and low-priced cigarettes.
7. The times people most need a cigarette are when their hands have nothing to do momentarily, e.g. thinking, waiting and watching I.V.

8. A cigarette is most enjoyed after meals.
9. The social element of smoking is strong. Smoking becomes a sort of language used in social gatherings. Smokers will accept cigarettes of other brands offered by friends even they like only their own brands.
10. An ideal cigarette should carry a young image. A cigarette for the aged is also preferred. The middle-aged's cigarette is less liked.
11. "Luxurious" and "Rich" are used frequently by respondents describing cigarettes. People also tend to use the word "Western" to describe a brand other than their own.
12. The ideal cigarette for both Winston and Viceroy smokers relates to the occupation of businessmen. The occupation dimension of a cigarette is important. People do choose a brand whose image is congruent with the expected occupations in their minds.
13. Viceroy smokers are thought to be manual labor type persons while a typical Winston smoker is perceived as more gentle.
14. The jingles and slogans in the advertisements of Winston and Viceroy are perceived as in English. The recall of slogans was higher for Winston advertisements while Viceroy advertising conveys an image of successful people.

15. The relationship between enjoyable advertisements and favourable brand choice seems negligible.
16. The personalities of Winston and Viceroy smokers are different. The advertiser may find difficulties in appealing to two market segments simultaneously.
17. During illness, in the morning with inadequate sleeping, and after too much smoking, a smoker most needs a cigarette psychologically. However, these situations are not recommended for cigarette advertising because a cigarette tastes worst in these times and association with discomfort, bitterness and dizziness will occur.
18. Cognitive dissonance from smoking does exist, but it has no apparent effect on smokers because smokers usually can find ways to reduce their psychological discomfort.
19. Social approval or disapproval by primary groups is not an important factor contributing to cognitive dissonance.
20. The major source of cognitive dissonance associated with smoking is the fear of lung cancer and other diseases. A possible way to overcome this is to make the advertisements very beautiful so that the audience is helped to disassociate smoking with these effects.

The above findings cannot be taken as conclusive guidelines for advertising, yet the method of drawing conclusions from respondents' answers was revealed. Moreover, these findings serve as hypotheses and directions for further research.

CHAPTER IV

SUMMARY & DIRECTIONS FOR IMPROVEMENT

This research design utilized behavioral techniques to study cigarette consumers, aiming at the discovery of consumers' perceptions on their ideal cigarette. The basic assumptions underlying the methodology were:

1. The consumers' choice for an expressive product is mainly the result of comparing salient symbolic dimensions of various brands with those of their ideal brand.
2. More favourable consumer attitudes will be given to the brand whose perceived image is closer to the ideal brand.

A pretest on this research design was undertaken in order to show the methods of analysis and drawing conclusions as well as to discover the weaknesses of the questionnaire. The following are suggestions concerning possible directions for improvements:

1. Some questions should be scaled in a more sophisticated manner.
2. Some questions were ambiguous. For example, Question A6 "Did you like Winston/Viceroy immediately or did you get use to it after a certain period of time?" would be clearer if it is corrected as "Did you prefer the taste of Winston/Viceroy over other brands immediately at your first try or did you get use to it after a certain period of time?"
3. Some questions were leading.
4. Early mention of Winston/Viceroy in several questions may have created a sequence bias. This problem can be solved by preparing different sets of questions for four groups of respondents:

Questions about Winston - Winston smokers
Questions about Viceroy - Winston smokers
Questions about Winston - Viceroy smokers
Questions about Viceroy - Viceroy smokers

Nevertheless, it should be noted that the nature of this research design is very much different from that of conventional quantitative ones. Therefore, some questions may appear overlapping or redundant from the conventional point of view, but are necessarily so in order to check the consistency of the answers, or serve as follow-up questions, to some other questions.

By the same token, some possible responses are overlapping or not mutually exclusive because the images in the consumers' minds are also neither precise nor mutually exclusive.

The actual research will undoubtedly take a larger sample and require results of higher accuracy. Therefore, unlike the use of judgement in the pretest, the utilization of various statistical techniques of sampling and of analyzing results is recommended.

The advertiser or marketer can easily modify this research design to meet his exact needs at a particular time. Factor analysis and the non-metric multi-dimensional scaling methods are especially suitable for this kind of study. With slight changes on the forms of answers or choices for some questions, these techniques can be employed. Data reduction and the positioning of various brands as well as the ideal cigarette in the joint space configuration of smokers' characteristics and brand images then will be even more systematic.

- E N D -

APPENDIX

THE QUESTIONNAIRE FOR THE PRETEST

Winston Smoker _____

Viceroy Smoker _____

(A)

1. How long have you been smoking? _____ years months
2. How much do you smoke in a day? _____ less than $\frac{1}{2}$ pack
_____ $\frac{1}{2}$ - 1 pack
_____ 1 - 2 packs
_____ more than 2 packs
3. How long have you been smoking this brand? _____ years months
4. What was your regular brand(s) before you shifted to Winston/Viceroy?

5. What were the reasons accounting for your brand switching to Winston/
Viceroy? (Please check or fill two)
Wanted a stronger cigarette _____
Wanted a milder cigarette _____
Friends or relatives all smoked Winston/Viceroy _____
Availability _____
Better packaging _____
Taste _____
Others _____

6. Did you like Winston/Viceroy immediately or did you get use to it after a certain period of time?
- Immediately liked it _____
- Needed time to learn to like it _____
7. Would you regard your previous regular brand as stronger or milder than Winston/Viceroy?
- Stronger _____
- Milder _____
8. During the last two weeks, which brands of cigarettes (including those offered by friends) have you smoked ?
- Brands _____
9. Do you still like to try other cigarettes?
- Yes _____ No _____
10. Do the persons you frequently meet smoke?
- Yes _____ No _____

(B)

- (a) 1. At what times/events do you smoke more than average?
- _____
2. At what times/events do you smoke less than average?
- _____
3. Of all times in a day, when do you most need a cigarette:
- Morning (before noon) _____
- Afternoon (noon - 6 p.m.) _____
- Evening (6 p.m. - 9 p.m.) _____
- Night (after 9 p.m.) _____

4. Of all daily situations, when do you find smoking most enjoyable? (Please code 1, 2, 3 in order of pleasure)

Before breakfast	_____	Reading	_____
After breakfast	_____	Before go to bed	_____
In the working place	_____	Talking with friends	_____
At lunch	_____	Playing mahjong	_____
After lunch	_____	Drinking Chinese tea	_____
Having afternoon tea	_____	Wedding celebration	_____
On the way home	_____	On the beach	_____
Back home from work	_____	Picnicking	_____
Before dinner	_____	Waiting	_____
After dinner	_____	Others	_____
Watching TV	_____	_____	_____

- (b) 1. Do you like to have a strong or mild cigarette?

(Please choose only one)

Strong _____ Mild _____

- (c) 1. Which of them is most enjoying smoking? Please imagine.

(Please code 1, 2, 3 in order of pleasure)

A group of young persons at the beach, smoking	_____
Grandfather at home with his children, smoking	_____
Middle-aged person at home with his wife, smoking	_____
A young man with his girl friend, smoking	_____

- (d) 1. Who chooses a better cigarette? Please imagine.

(Please code 1, 2, 3)

Businessman in the office or conference	_____
Foreman in a construction area	_____
Manual workers having a rest	_____

Movie star having a rest _____

Surgeon after operations _____

White collar in his office _____

- (e) 1. Which type of jingles (songs) would you associate with smoking?

(Please code 1, 2, 3)

English _____ Cantonese _____ Mandarin _____

2. Which color would you associate with the word "cigarette"?

Red _____ Yellow _____ White _____

Green _____ Blue _____ Others _____

3. Please check the word which best describes "a cigarette for you" from each of the following pairs of words.

Traditional	_____	Aggressive	_____
Modern	_____	Self-control	_____

Wealthy	_____	Beautiful (smart)	_____
Average	_____	Useful	_____

(c)

1. Do people regard Winston as strong or mild? (Please check only one)

Strong _____ Mild _____

2. Do people regard Viceroy as strong or mild? (Please check only one)

Strong _____ Mild _____

3. Would you name some brands which are stronger or milder than Winston?

(Please name three for each)

Stronger	_____	Milder	_____
	_____		_____
	_____		_____

4. Could you name some brands which are stronger or milder than Viceroy? (Please name three for each)

Stronger	_____	Milder	_____
	_____		_____
	_____		_____

5. If your regular brand is not available, what brand(s) will you choose as a substitute?

Brand(s) _____

6. Which of the following words best describe Winston?

(Please code 1, 2, 3 in order of suitability)

Rich	_____	Young	_____
Maturity	_____	Western	_____
Exciting	_____	Luxurious	_____

7. Which of the following words best describe Viceroy?

(Please code 1, 2, 3 in order of suitability)

Rich	_____	Young	_____
Maturity	_____	Western	_____
Exciting	_____	Luxurious	_____

8. Which types of persons do you think are typical Winston smokers ?

9. Which types of persons do you think are typical Viceroy smokers:

10. How did you get this idea? Please try to recall or imagine.

11. Which types of jingles would you associate with the word "Winston"?

English	_____	Cantonese	_____	Mandarin	_____
---------	-------	-----------	-------	----------	-------

12. Which types of jingles would you associate with the word "Viceroy"?

English _____ Cantonese _____ Mandarin _____

13. Can you recall some advertising claims by Winston?

14. Can you recall some advertising claims by Viceroy?

15. Are they in Chinese or in English?

Chinese _____ English _____

16. Which movie star do you think smokes Winston?

(Please think of the name of at least one)

17. Which movie star do you think smokes Viceroy?

(Please think of the name of at least one)

18. Of all the cigarette advertisements, which you think are the most successful ones? (Please name two or more)

Brands _____

19. Do you think your friends would choose a brand more or less because of its successful advertisements?

Yes _____ No _____

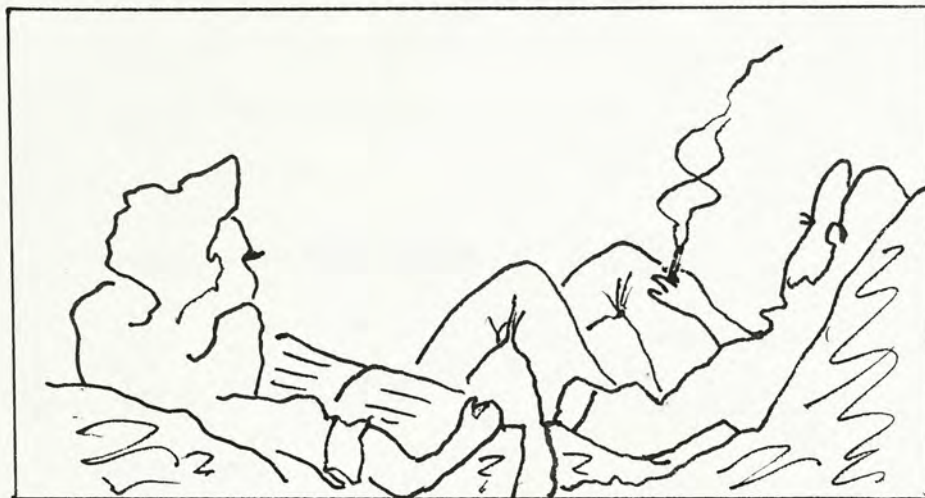
(D)

1. Have you stopped smoking before? Yes _____ No _____

2. Do you wish to stop smoking? Yes _____ No _____

3. When do you feel your cigarette tastes least good?

4. Please image what the couple is talking about?



5. What are your three best acquaintances' attitudes toward your smoking habit?

6. Do you think doctors can choose a better cigarette?

Yes _____ No _____ Don't know _____

7. What changes should be made in order to make you more satisfied with your brand of cigarette?

8. Have you ever tried lower-priced cigarettes?

Yes _____ No _____

9. What do you feel about them?

10. What are the disadvantages of smoking? (Please code 1, 2, 3 or fill)

Harmful to heart _____

Harmful to lung _____

Harmful to throat _____

Harmful to nose _____

Harmful to tongue and mouth _____

Harmful to teeth _____

My friends do not like me smoking _____

Dirty _____

After exhale smell _____

Reduces sociability _____

Makes me dizzy _____

Makes me tired _____

Makes me thirsty _____

Makes my fingers yellowish _____

Others _____

11. Are you smoking more? Yes _____ No _____

12. Are you smoking about the same? Yes _____ No _____

13. Are you smoking less? Yes _____ No _____

14. Do you want to reduce the number of cigarettes you smoke per day?

Yes _____ No _____

(E)

1. Would you comment on "smoking is dangerous to your health?"

2. Do you agree that the above quotation should be in cigarette advertisements?

Yes _____ No _____

3. What do you think would you switch your brand now?

4. Would you like a different length of cigarette?

Yes: Longer _____ No _____
Shorter _____

5. If you had to choose, which persons would you like to be ?

(Please code 1, 2, 3)

Movie Star	_____
Your Man	_____
Gentleman	_____
Businessman	_____
Lawyer	_____
Politician	_____
Professor	_____

6. When do you find your cigarette tastes better?

(Please code 1, 2, 3)

Drinking tea with friends	_____
After dinner	_____
Watching TV	_____
Reading (including reading newspaper)	_____
Playing mahjong	_____
Speaking with girl friend	_____
At the beach	_____
Picnicking	_____

7. Do most doctors smoke (Please check only one)

Yes _____

No _____

8. Do you think smoking is harmful to your: (Please check one)

Work efficiency _____

sociability _____

appearance _____

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如何改良香烟廣告策略

莫汝虎

香港香烟消費者之研究設計

一、引言

本文之目的在設計一項消費者行為之研究計劃，以尋

出廣告讀者對其「理想香烟」之印象。

消費者對「表達性商品」之選擇，乃基於代表該商品

之各種象徵。通常如一牌子給予人之印象較其他牌子為

接近其心目中之理想貨品，則較易博取好感。因此，如

能尋出代表「理想香烟」的各種象徵，而將之套入某一

牌子——本文以雲絲頓為例——之廣告中，則雲絲頓在消費者心目中之價值，將可提高，而其獲得消費者好感的機會，亦較其競爭者——以總督香烟為例——為有利。

二 調查之設計

此調查計劃之抽樣對象，為對「雲絲頓」或其他牌子只略感滿意，而非完全忠實之顧客，因香烟廣告對此等吸烟者之影響力最大。

「消費者審定團」為最適合之調查方式。利用選擇題式的調查表格，輔以圖片之放映，以助受訪問者發揮

其聯想力及思考，以填寫答案，並規限其答案於對廣告

商有意義之範圍中。

此調查表格之問題，可分四大類：

(甲) 以往及現時之吸烟習慣：

此類問題之答案，可助市場判別及決定顧客對象。從

消費者以往之吸烟習慣及選購標準，可預測其未來之

行爲，因而訂定策略以招徠顧客。

(乙) 理想之香烟：

此類問題爲調查設計之重心，目的在找出「理想香烟

」的各種象徵，包括五方面：

一、理想之吸烟時間及環境，

二、理想的味道，

三、理想之年齡象徵，

四、理想之職業與國籍，

五、其他象徵之聯想：如吸烟引起對歌曲、語文及顏色

之聯想。

(丙) 牌子之印象：

此部份之問題，目的在找出「雲絲頓」及「總督」牌

子給予吸烟人士的印象，以決定能否將理想香烟之各

種象徵，利用於「雲絲頓」之廣告中，以鞏固其本身

市場，與奪取競爭者之顧客。問題之範圍則與尋出理

想香烟之象徵所問之範圍相似。

(丁) 消費者之難題：

找出吸烟者之難題與不安，儘量利用廣告以解除之，

令銷量增加。

三、調查計劃之試測：

此試測由于預算的限制，調查的方式較原來設計大

爲簡化，且規模不大。幸而其結果並非用于真正廣告之

製作，而在示範此計劃之進行及分析方法，且從試測中

尋出缺點，加以改進。

四、結論：

從此試測中，發覺調查表格中有少數問題略嫌含糊

，而答案之選擇亦間有重複，應予改良。

另一方面，此試測之結果，雖未能直接用于廣告設

計，但已顯示出此計劃之可行性，且為未來之研究——

不論其為學術界或商業界之廣告調查——指出若干方向。

——完——



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